Proprietary Research from Medallion Retail Identifies Eight Distinct Shopper Typologies

Regardless of Type, Shoppers Want a Personalized In-Store Experience

Today's shoppers have more how-to-buy choices than ever before. How does the smart retailer keep the brick-and-mortar experience fresh (and profitable)?

Personalization.

- Sophisticates
  - Willing to pay a premium to have the best
- Indulgent Shoppers
  - Spend big to get what gives them the most pleasure
- Conventionals
  - Follow the rules and aspire appropriately
- Advocates
  - Demanding, but willing to evangelize your brand
- Caretakers
  - All about maintenance; would rather replace and repair than buy
- Graduates
  - Smart consumers and getting the best immediate deal
- Students
  - Take their time, before every purchase

8% of shoppers will buy more from a retailer that personalizes the shopping experience. 1

46% of shoppers want a buy more from a retailer that personalizes the shopping experience. 1

9% of shoppers believe that developing a more engaging in-store experience will be critical to their business in the next 5 years 2

10% of shoppers who shop exclusively in-store visit an average of 7.5 times a year vs. those who shop online and browse a retailer an average of three times a year 3

75% of customers prefer to be acknowledged in-store rather than via digital channels 4

In-store Personalization Completes the Equation

Combine Customer Service with Signage and Display to Make the Most of Eight Moments at Retail

Create shopper feedback opportunities

In-Store Personalization Musts

- Create one-to-one retail experiences with new technology (up until now, found only online)
- Sell in a lifestyle context
- Personalize across channels and link the touchpoints for the shopper
- In-store personalization completes the equation

Visually + personally

Shoppers See Only the Brand

Personalize Across Channels and Link the Touchpoints for the Shopper

Showrooming Online Shopping Options In-store Personalization Omnichannel Success

― Medallion Retail

1. eMarketer Study. 2. Motorola Solutions Survey. 3. Kurt Salmon. 4. RIS News and Cognizant Survey. Shopper Typologies and Eight Moments at Retail research are proprietary to Medallion Retail.